

Rep Order# 8833204 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36850

Printed: 10/02/2012 11:20 AM
Last Received: 10/02/2012 11:08 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 778
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //778
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL - \$126,335
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	137A-237A	ELECTRIC PLAYGROUND	:30	\$85.00	09/25-09/28	2	1	2	\$170.00	
	2	M	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	3	SU	600A-630A	8 NEWS NOW SUN MORNING #1	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
	*4	SU	800A-830A	8 NEWS NOW SUN MORNING #2	:30	\$1,500.00	09/30-09/30	1	1	1	\$1,500.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	5	SU	630A-800A	CBS SUNDAY MORNING	:30	\$1,500.00	09/30-09/30	1	1	1	\$1,500.00	
	*6	SU	500P-700P	8 NEWS NOW @ 5P & 6P	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	7	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,900.00	09/25-09/28	3	1	3	\$5,700.00	

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	8	M	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
	9	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/25-09/28	4	1	4	\$3,000.00	
	10	M	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	11	TU-F	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/25-09/28	4	1	4	\$4,800.00	
	12	M	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/01-10/01	1	1	1	\$1,300.00	
	13	TU-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/25-09/28	3	1	3	\$2,250.00	
	14	M	1200P-1230P	NOON NEWS	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	15	TU-F	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,300.00	09/25-09/28	4	1	4	\$5,200.00	
	16	M	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	17	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$2,500.00	09/25-09/28	1	1	1	\$2,500.00	
	*18	M	1000A-1100A	PRICE IS RIGHT	:30	\$3,500.00	10/01-10/01	1	1	1	\$3,500.00	
	Sales Remark: V7 . V7 Comment Changed, Spots/week Changed											
	19	TU-F	400P-500P	8 NEWS NOW @ 4P & 5P	:30	\$1,100.00	09/25-09/28	4	1	4	\$4,400.00	
	20	M	400P-500P	8 NEWS NOW @ 4P & 5P	:30	\$1,300.00	10/01-10/01	1	1	1	\$1,300.00	

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	*21	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$900.00	09/25-09/28	4	1	4	\$3,600.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	22	M	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
	*23	TU-F	1135P-1237A	LETTERMAN	:30	\$750.00	09/25-09/28	4	1	4	\$3,000.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	24	M	1135P-1237A	LETTERMAN	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	*25	SA	500A-700A	SAT EARLY SHOW	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*26	TU-F	700A-900A	CBS THIS MORNING	:30	\$800.00	09/25-09/28	4	1	4	\$3,200.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	27	M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	*28	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	09/25-09/28	4	1	4	\$3,200.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	29	M	500A-600A	8 NEWS NOW @ 5A	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	30	TU-F	300P-400P	ELLEN	:30	\$900.00	09/25-09/28	3	1	3	\$2,700.00	
	31	M	300P-400P	ELLEN	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	

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	*32	TU	1000P-1100P	VEGAS	:30	\$7,500.00	09/25-09/25	1	1	1	\$7,500.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	33	W	1000P-1100P	CSI	:30	\$12,000.00	09/26-09/26	1	1	1	\$12,000.00	
	34	TH	800P-900P	BIG BANG/TWO & A HALF MEN	:30	\$18,000.00	09/27-09/27	1	1	1	\$18,000.00	
	35	SU	900P-1000P	THE GOOD WIFE	:30	\$8,500.00	09/30-09/30	1	1	1	\$8,500.00	
	36	SU	1000P-1100P	THE MENTALIST	:30	\$9,500.00	09/30-09/30	1	1	1	\$9,500.00	
	*37	TU-F	1237A-137A	LATE LATE SHOW	:30	\$350.00	09/25-09/28	3	1	3	\$1,050.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	38	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$250.00	09/29-09/29	1	1	1	\$250.00	
	39	TU-F	400A-459A	8 NEWS NOW @ 4A & 430A	:30	\$100.00	09/25-09/28	3	1	3	\$300.00	
	40	SU	135A-205A	SPORT SPECIAL	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	41	TU-F	137A-400A	OVERNIGHT ROS	:30	\$40.00	09/25-09/28	2	1	2	\$80.00	
	*42	TH	900P-1000P	PERSON OF INTEREST	:30	\$18,000.00	09/27-09/27	0	0	0	\$0.00	
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	*43	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	09/29-09/29	0	0	0	\$0.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*44	SA	800P-900P	CRIMETIME	:30	\$3,100.00	09/29-09/29	0	0	0	\$0.00	
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*45	SA	930A-1200P	ACC FOOTBALL	:30	\$3,635.00	09/29-09/29	1	1	1	\$3,635.00	
				Sales Remark: V7 .								
				V7 Program Name Change, Comment Changed								

---REPORT TOTALS---

Report Totals: 78 / \$126,335.00

---SALES MONTHLY TOTALS---

Sep 12: 65 / \$109,685.00 Oct 12: 13 / \$16,650.00

Sales Totals: 78 / \$126,335.00

Station Totals: 78 / \$126,335.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$421,117	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null
Demos RA35+